

DRAFT - Downtown Improvement Committee

Meeting Minutes May 13th, 2016

1. Call to Order and Welcome

The regular meeting of the Nashua Downtown Improvement Committee was called to order at 7:48 a.m. on May 13th, 2016 in Nashua City Hall, Room 208 by Chairman Marylou Blaisdell.

Present: Marylou Blaisdell, John Koutsos, Ald. Ben Clemons, Ron LeFleur, Simon Sarris, Ald. Brian McCarthy, Mayor Donchess, Sarah Marchant, James Vayo, Paul Shea, Amanda Schneck

Excused Absence: Tia Phillips, Sy Mahfuz, Richard Lannan

2. Downtown “Circulator” Trolley Bus Update

MaryLou Blaisdell introduces Amanda Schneck AND Matt Gosselin from Pearl Street Marketing. Amanda provides a description of the Trolley marketing program. The tickets for the trolley will also serve as a coupon for participating restaurants in downtown. A map is being created which will identify trolley stops and participating restaurants, they will be delivered to businesses along Main Street. S. Sarris asked if anyone has looked at the circulator bus in downtown Portsmouth New Hampshire. S. Marchant adds that the framework for the Downtown Nashua trolley is based on the Portsmouth model. Amanda & Chris are looking to create a video of the Trolley and have the mayor and others say a few words about the beauty of Downtown Nashua and the benefit of the Trolley. Chris will be out filming and taking pictures this weekend as well. M. Blaisdell asks if there is a way to measure trolley use. S. Marchant responds that “Boardings” will be recorded. Transit does not have the ability at the moment to document where people are getting off of the trolley. Ald. B. Clemons suggests someone reach out to the Chamber of Commerce to see if there is an opportunity for them to participate as well. P. Shea offered to push out mailers & market to the Facebook page and the Great American Downtown (GAD) newsletter.

3. Introduction of new committee member

M. Blaisdell welcomes S. Sarris to the Downtown Improvement Committee.

4. 2014 Funding Update

Marylou asks Ald. B. Clemons if FY unspent money will be able to be retained in an account for Downtown Improvements. S. Marchant notes money cannot be spent from the account until it designated for a specific use. S. Marchant provides an update on parking revenues for the first four months of 2016. S. Marchant notes revenues are on track but the comparison to last year will not show a large difference until the summer which is when meters were offline last year. Ald. B. Clemons asks if leases will be down in the High Street Garage with the movement of Triangle Credit Union. S. Marchant notes that there is always new demand for the parking garages and expects leases to stay level.

5. Update on Downtown Banners

Marylou asks if all the Spring banners are now up. J. Vayo notes 11 new Spring banners were purchased to fill out new poles on Main Street. J. Vayo notes the Overhead Banner is booked out for the year. J. Vayo suggests the committee look at the potential for GAD to manage the banners for Main Street and possibly the Broad Street Parkway. M. Blaisdell notes that this will be added to the agenda for the June downtown improvement committee meeting with an expectation that GAD will present a proposal for further discussion. M. Blaisdell asks if Mayor Donchess has any comments for the committee. Mayor Donchess notes that a line item expense has been added to the city budget for adding holiday lighting on Main Street. Mayor Donchess also notes Department of Public Works Director Lisa Fauteux is interested in having the planter beds on Main Street sponsored by residents, businesses, organizations or the like.

6. (& 7) February, 12TH Meeting Minutes and April 8th 2016 Meeting Minutes

MOTION MADE BY JOHN KOUTSOS TO APPROVE THE FEBRUARY, 12TH MEETING MINUTES AND APRIL 8TH MEETING MINUTES. MOTION SECONDED BY R LEFLEUR, APPROVED UNANIMOUSLY BY COMMITTEE.

8. Priority Projects for CY2017 (2016 Downtown Survey)

M. Blaisdell reviews the chart of the previous downtown improvement projects (organized by calendar year). M. Blaisdell opens up discussion regarding priorities for improvements downtown. Ald. B. McCarty notes that beautification in downtown was deemed to be misguided by previous session of the Board of Alderman. Ald. B. McCarthy suggests the intent of this committee ought to be focused attempts to increase the volume of visitors and spending to downtown. J. Vayo presents the changes to the downtown survey to make the survey shorter and reflect changes that have taken place since last year's survey. J. Vayo asks for input from the committee on the survey and the priority projects for improvements downtown. M. Blaisdell asks for the ability for people filling out the survey to share their own ideas. Ald. B. McCarthy request questions about which uses and ranking of priority projects be consolidated. J. Vayo suggests that a water dependent use, such as kayak rental or boat tour, for inclusion as a priority project in the survey. S. Marchant request the inclusion of Dynamic LED lights on the city garages as a priority in the survey list. S. Sarris asks if there are any initiatives to make the Nashua River swimmable. Ald. B. Clemons notes that soils in the river have pollutants so disturbing soil is a potential issue. S. Marchant notes that all the smaller rivers in this area have challenges when river levels decline. P. Shea notes that the Farmers Market e-mail list may be an ideal group to push out the survey. M. Blaisdell request that the results of the survey be compiled for review by the committee during their regular June meeting.

9. Downtown Wayfinding and Signage

J. Vayo provides a brief synopsis of the Pre-bid meeting and notes there may be as many as six proposals for design services submitted which the committee can review in July.

10. Adjournment and Next Meeting

MOTION TO ADJORN THE MEETING MADE BY S. SARRIS AT 9:02 AM, SECONDED BY R. LAFLEUR. APPROVED UNANIMOUSLY.

The next meeting will take place on June 10th 2016 at 7:45 a.m.